

SHOWMAN'S MANUAL



When in Southern California visit Universal City Studios

AMERICA'S FAVORITE SINGING SON
SWINGS UP A STORM WITH HIS GUITAR
AND HIS UNEXPECTED TEENAGE BRIDE!!

RICK NELSON

HEAR RICK SING
"LOVE AND KISSES"
"COME OUT DANCIN'"
"SAY YOU LOVE ME"

It's a riot when Rick teaches Dad the facts of life!

"LOVE? & Kisses!"
...Yeah! Yeah! Yeah!

TECHNICOLOR.

Co-Starring
JACK KELLY · KRISTIN NELSON
JERRY VAN DYKE · PERT KELTON With **MADELYN HIMES · SHEILAH WELLS**
Screenplay by **OZZIE NELSON** · Based on the play by **ANITA ROWE BLOCK** · Produced and Directed by **OZZIE NELSON** · A UNIVERSAL PICTURE

THEATRE

Ad Mat No. 401—4 Col. x 10³/₄"—600 Lines

MAT No. 401

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Nelsons Great In Combining Teenage Romance-Comedy In U's "Love And Kisses"

(Review)

Talented Rick Nelson, co-starring with his wife, Kristin, combines romance and comedy in hilarious proportions in Universal's "Love and Kisses" which opened yesterday at the Theatre. Not only is it a treat for younger people, but it good-naturedly offers some wonderful insights into the troubled world of parents and their children who marry at a school age.

Rick Nelson and Kristin Nelson are inspired casting as the young married couple who find that an early marriage brings more problems than an algebra class. Their scenes are so vivid that the audience feels they have a ringside seat in a real-life house. And young Nelson has a number of songs that promise to be high up on the hit parade: "Love and Kisses," "Say You Love Me," and "Come Out Dancin'". Not only are they catchy tunes, but each has its place in the picture's story.

The film is based on the play of the same name by Anita Rowe Block and was written for the screen by Ozzie Nelson, who also produced and directed. It is a delightful story of a pair of teenagers who get married during a casual visit, after school, to a neighboring town. Rick Nelson is determined to maintain a wife, a job and a college career. He and his bride, Kristin Nelson, who is also his real-life wife, move in

with his family, complete with tennis shoes, fan magazines and a life-sized stuffed rabbit. In throwing up the house for grabs—they do the same thing with a howling audience.

Jack Kelly and Madelyn Himes, as the parents of Rick Nelson, get their share of laughs with a brilliant display of their comedic talents. Additional strong assists in the acting, department are delivered by Sheilah Wells, as Rick Nelson's sister, Jerry Van Dyke as her intellectual boyfriend, and Pert Kelton, whose portrayal of the indomitable family maid is one of the comedy gems of the year.

Bright as a new penny in glorious Technicolor, with the sets a pleasure to the eye, the picture moves from one surprise to another. Ozzie Nelson's skillful direction keeps all the elements jumping at a fast pace with one laugh following right after another.

"Love and Kisses" will be enjoyed thoroughly by males and females of all ages.



"LOVE AND KISSES" (2-E)

Real life husband and wife, Rick and Kristin Nelson, co-star as reel-life husband and wife in Universal's hilarious comedy in Technicolor, "Love and Kisses." The story of a teenage marriage which was a successful Broadway play, also co-stars Jack Kelly, Jerry Van Dyke and Pert Kelton. It was directed, produced and written for the screen by Ozzie Nelson. (Still No. 1967-67)

Star Of 'Love And Kisses' Rick Nelson Discover He's An International Personality

(Advance)

Rick Nelson's popularity has proved to be as strong abroad as it is in the United States.

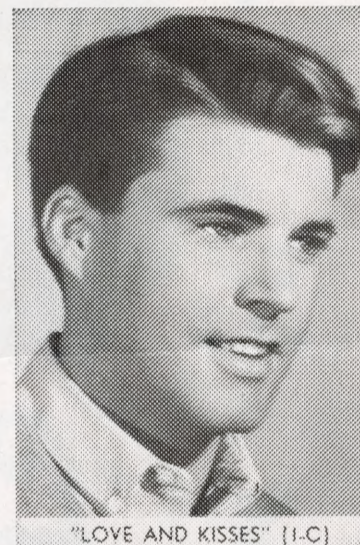
The talented young actor-singer, a regular on the "Adventures of Ozzie and Harriet" TV show and currently starring with actress-wife Kristin Nelson in Universal's lively Technicolor comedy "Love And Kisses," coming to the Theatre, has changed the impish grin familiar to millions of TV viewers for years into a devastating smile, captivating throngs everywhere.

Rick was named "Discovery of the Year" by Belgium's Cine Reue for his performance in the film, "Rio Bravo," while the motion picture exhibitors of the United States voted him the number one male performer in their "Stars of Tomorrow" poll for the same job.

During his first personal appearance tour on foreign soil in September, 1960, he was a spectacular success. Rick packed stadia in appearances at Sydney, Melbourne and Brisbane. "I never sang so much or shook so many hands in my life," admits Rick. "And frankly I was shocked." But he wasn't too shocked to book a return engagement and the second tour was even more successful.

In Manila, 72,103 saw him in the three shows at the stadium, and an additional 13,000 had to be turned away. This established a new all-time record for an American entertainer.

Like his dad, Ozzie, and brother, Dave, Rick is endowed with superb physical coordination and a natural bent for athletics. A fine tennis player, he was ranked number five in California several years ago. He has competed in major tournaments throughout



"LOVE AND KISSES" (1-C)

Talented Rick Nelson, who practically grew up before the world on the family's television show, plays a teenager who marries his classmate on graduation day in Universal's Technicolor comedy, "Love and Kisses." (Still No. 1967-73)

this country, Mexico and the Pacific.

Few actors can boast international prominence not only as thespians, but as singers and athletes as well. Rick Nelson has done this.

Also co-starring in "Love And Kisses" are Jack Kelly, Jerry Van Dyke and Pert Kelton. Ozzie Nelson produced and directed.

Rick Nelson's Dream In 'Love And Kisses' Has Kris As Stripper

(Advance)

Rick and Kristin Nelson, husband-wife acting team of TV's "The Adventures of Ozzie And Harriet," have long personified the wholesome, apple pie type of American youth. However, for their latest movie, Universal's "Love And Kisses," there'll be a few scenes that aren't likely to turn up on the home screen. Photographed in Technicolor, the comedy comes to the Theatre.

For one, Kristin does a strip tease in the picture. Of course, it's a refined, ladylike one, but a strip tease all the same. It's all part of a dream Rick has when he imagines Kristin has left him and taken up night club entertaining as a profession.

"I never dreamed I'd wind up doing a dance like that," she explains, "certainly not in a movie." And to add authenticity to her portrayal, producer-director Ozzie Nelson called in professional stripper Betty Roland to both coach Kristin and appear in the key sequence with her. After a few sessions with Miss Roland, Kristin was able to put across, to say the least, a convincing act.

Another scene which would never fit the Nelson's TV image takes place when Rick gets into a bar room brawl and tears up the place where (he dreams) Kristin is working. He has an heroic purpose — to free his young bride from life in a cheap night spot — but it's still a whingding of a fight and several professional football players are on hand to add bulk and brawn as extras. Not that Rick needs them — he stands 6' 1", weighs 185 and holds a black belt in judo.

Add to all this a scene where Rick's father, portrayed by Jack Kelly, orders him out in the front yard of the family home at three a.m. in the morning to water the lawn and you've got an unusual conglomeration of events for a movie titled "Love And Kisses."

First Stage Role For Kristin Nelson Typical

(Advance)

Kristin Nelson, starring with actor-husband Rick Nelson, Jack Kelly and Jerry Van Dyke in Universal's lively comedy in Technicolor, "Love And Kisses," coming to the Theatre, started working on her theatrical career when she entered high school.

In fact, the first thing the pert blonde did when she enrolled at Marymount High School in Palos Verdes, California, was to locate the drama club and join. As a freshman she wasn't allowed to act right away, but her enthusiasm wasn't dampened. She started building sets and running errands for seniors.

"It was two years before I was even put in charge of the stage crew," Kristin recalls. But finally, in her senior year, she was chosen for a role.

"I'll never forget it," she reflects. "For four years I had waited for a role and now that I had a chance to prove myself—I was murdered in the first act!"

Kristin Nelson Gets Husband Thru Hobby

(Current)

Autograph hounds will be autograph hounds, and Rick Nelson and his wife, Kristin, who co-star in Universal's "Love And Kisses," now at the Theatre, are no exception.

Kristin had long been a fan of Rick's when she finally met him at a basketball game between the Nelson's and another team on which her dad, sportscaster Tom Harmon, played.

After the game Kris, then 13, rushed up to Rick and got his autograph.

Four years later she received his autograph again — on a marriage license.



"LOVE AND KISSES" (2-A)

In addition to "Love and Kisses," the title song of the new Universal family comedy in Technicolor, Rick Nelson in the starring role, sings two other bouncy numbers that are destined to be on the hit parade. He plays a highschool senior who on graduation day marries his junior girl friend, Kristin Nelson, to complicate his family's life. (Still No. 1967-27)

Ozzie Nelson Writes, Directs And Produces Technicolor Comedy "Love And Kisses"

(Current)

There is probably not a man, woman or child in the United States who is not familiar with Ozzie and Harriet Nelson. With their sons, David and Rick, they are a family which has literally grown up in public. However, not many remember that Ozzie began as a musician, one of the most successful in the country, and his wife as a singer.

Ozzie, whose current venture is as producer-director of Universal's comedy in Technicolor, "Love And Kisses," starring Rick Nelson, Jack Kelly, Kristin Nelson and Jerry Van Dyke, now at the Theatre, when he was five years old, appeared in amateur theatricals with his parents and his brother. "Some of the earliest events I can recall in life," Ozzie notes, "took place on or around a stage."

With both his mother and father being talented, young Ozzie was continually encouraged to become an accomplished musician.

Ozzie decided to specialize on the saxophone and he played every chance he got—high school dances, club meetings and even on Boy Scout camping trips. His determination paid off when, after graduating from law school at

Rutgers University in 1930, he started his own dance orchestra and played his first professional engagement at Glen Island Casino in New Rochelle, N.Y. His orchestra was soon broadcasting on a nation-wide hook-up, making top selling records, and Ozzie was rated as one of the top band leaders in the nation.

Only two years after he had begun as a professional, Nelson met a beautiful and talented singer during one of his engagements and immediately asked her to join his band as a featured vocalist. Her name was Harriet Hilliard and their boy-girl duets were an instantaneous hit. She has been Mrs. Nelson for a number of years.

America's number one family man wears many hats, and wears them with accomplishment: father, actor, producer, director — and talented musician.



"LOVE AND KISSES" (2-B)

Rick Nelson dreams that his screen wife, his real-life wife Kristin Nelson, has become a famous night-club entertainer doing a strip-tease in one sequence of Universal's zany comedy of a family photographed in Technicolor, "Love and Kisses." Ozzie Nelson directed, produced and wrote the screenplay of the Broadway stage success. (Still No. 1967-37)

19-Year Old Kristin Nelson Is Rick Nelson's Co-Star In 1st Movie, "Love And Kisses"

(Current)

Kristin Nelson's popularity has suddenly gone into orbit. The 19-year old actress wife of Rick Nelson now receives more than 40,000 letters a year from fans all over the world.

"The excitement of being married to Rick and seeing all my ambitions realized in such a short time — especially the movie — hasn't worn off yet," exclaims the actress. The movie, her first, is Universal's comedy, photographed in Technicolor, "Love And Kisses," in which she stars with husband Rick, Jack Kelly and Jerry Van Dyke, now at the Theatre. "I keep reading the letters to convince myself it's all true."

The fan mail started rolling in soon after Kristin's story book marriage to Rick in '63. Devoted fans of "The Adventures of Ozzie and Harriet" TV show clamored so loudly for a view of Rick's young bride, that producer-director-writer Ozzie Nelson wrote in a guest appearance for his daughter-in-law on the family show.

The response was instantaneous and soon Kristin was a program regular. Her following grew to such proportions that the Nelsons' private secretary organized an official fan club to answer letters and requests—when possible.

"Some of the letters are strictly oddball," she confesses, "and if I answered all the requests for a lock of my hair I'd be bald." Some are declarations of love and others offer makeup and wardrobe suggestions. "But there are many constructive criticisms," she continues, "that are invaluable when it comes to evaluating yourself."

Kristin's first fan letter, however, was received long before she became a member of the Nelson family. As a child dancer of acknowledged talent, she appeared



"LOVE AND KISSES" (1-B)

Kristin Nelson has her first motion picture feature starring role playing her real-life husband's teenage wife in the Universal Technicolor comedy, "Love and Kisses." (Still No. 1967-76)

on several special Christmas shows on television. On one occasion, after dancing to a segment of Tchaikovsky's "Nutteracker Suite" at the age of nine, she received a letter of praise from none other than Harriet Nelson, later to become her mother-in-law.

Being Funny Isn't Enough; Must Have Style Too, Says "Love And Kisses" Co-Star

(Current)

"The whole world looks better when you can laugh at it." That's the belief of comedian Jerry Van Dyke and he should know for he has parlayed his humor into a thriving career. He can be seen currently at the Theatre in Universal's lively comedy in Technicolor, "Love And Kisses," co-starring with Rick Nelson, Kristin Nelson, Jack Kelly and Pert Kelton.

At 14, young Jerry excelled at pantomime in school plays and at social affairs. "I was never the athletic type," he says, "and I certainly wasn't the best looking guy in school, but I could always make people laugh. And anyway, comedians, you know, usually have the homliest mugs in the world — and that's the key to their success. People find it easier to identify with them."

When he saw brother Dick's night club act — he was 16 at the time — he decided he, too, must have a style. "After a while it isn't enough just to be funny," he says. "You have to be known for something special such as a laugh, a facial expression or even your subject matter." So he became a "sophisticated rube," and started playing banquets, dances and fraternal gatherings.

After service in the army including a spot in Ed Sullivan's "Air Force Revue," he launched himself in nightclubs. "My first appearance was in Atlanta — and I bombed," he grins. But a few months later, with a freshly written act (he does all his own writing), he came back to triumph in the same city.

From there, he and his ever present banjo, scored hit after hit, and eventually he guest-starred on his brother's television show. That led to motion picture roles in "The Courtship of Eddie's Father," "McLintock," "Palm Springs Weekend," and his current assignment as one of the stars in "Love and Kisses."

Ozzie Nelson produced and directed "Love And Kisses" from a script he wrote based on the play by Anita Rowe Block.



"LOVE AND KISSES" (1-A)

Jerry Van Dyke co-stars in Universal's zany comedy of teenage marriage, "Love and Kisses," directed and produced by Ozzie Nelson in Technicolor. Van Dyke has developed a comedy personality style. (Still No. 1967-75)

Star Finds No "Love And Kisses" In Film

(Current)

For his starring role with actress-wife Kristin Nelson, Jack Kelly and Jerry Van Dyke, Rick Nelson finds himself being walloped with a newspaper, chased by his sister, Sheilah Wells, and chastised by father Jack Kelly.

In one sequence he is even pushed from a bunk bed and for still another he is sent out at 3:00 a.m. by Kelly to water the lawn — in his pajamas.

The title of the picture now playing at the Theatre? "Love And Kisses."

billing

Universal Presents
RICK NELSON
in
"LOVE AND KISSES"
TECHNICOLOR
co-starring
JACK KELLY
KRISTIN NELSON
JERRY VAN DYKE
PERT KELTON
with
MADELYN HIMES
SHEILAH WELLS
Screenplay by
OZZIE NELSON
Based on the Play by
ANITA ROWE BLOCK
Produced and Directed by
OZZIE NELSON
A Universal Picture

the cast

Buzzy.....RICK NELSON
Jeff Pringle.....JACK KELLY
Rosemary.....KRISTIN NELSON
Freddy.....JERRY VAN DYKE
Nanny.....PERT KELTON
Carol.....MADELYN HIMES
Elizabeth.....SHEILAH WELLS
Officer Jones.....ALVY MOORE

the staff

Director of Photography, Robert Moreno; Art Directors, Alexander Golitzen and Frank Arrigo; Set Decorations, John McCarthy, Julia Heron; Sound, Waldon O. Watson, Frank Wilkinson; Unit Production Manager, Herman Webber; Film Editor, Newell P. Kimlin; Make-Up, Monty Westmore; Hair Stylist, Barbara Lampon; Assistant Director, Carl Beringer; Music, William Loose and Jimmie Haskell; Music Supervision by Joseph Gershenson.

the songs

"LOVE AND KISSES"
Words and Music by SONNY CURTIS; Sung by RICK NELSON & GROUP
"SAY YOU LOVE ME"
Words and Music by SONNY CURTIS; Sung by RICK NELSON & GROUP
"COME OUT DANCIN'"
Words and Music by CLINT BALLARD, JR., and ANGELA RIELA; Sung by RICK NELSON & ENSEMBLE

the story

(Not for publication)

The glitter and excitement of the high school graduation dance fade considerably when 18-year-old Buzzy Pringle (RICK NELSON) informs his mother, Carol (MADELYN HIMES), and father, Jeff (JACK KELLY), that he and his girl friend, Rosemary (KRISTIN NELSON), a high school junior, have eloped to a nearby town and married.

Buzzy explains calmly that they will stay with his parents through the summer and take an off-campus apartment when he starts college in the fall while Rosemary enters a high school near the University.

For the time being, Buzzy has accepted a position with Jeff's firm, not knowing that the small salary he is paid comes from Jeff's expense account, making it a kind of allowance.

Buzzy's older sister, Elizabeth (SHEILAH WELLS), feels considerate of Buzzy to run and marry just before her wedding to Freddy (JERRY DYKE), in his late twenties scheduled. Jeff and Nanny (KELTON), who has been the Pringles for decades, the situation and try to e Carol, who is upset.

Everything goes well Rosemary feels she is treated like a child, and out to live with neighbors; beth has a fight with Freddy; and Carol, in turn, blames Jeff for everything and he is in the doghouse, merely for having attempted to straighten out the complications.

But then, peace returns. Buzzy retrieves Rosemary and they rent a small apartment when he takes a job as a service station attendant. Elizabeth and Freddy make up and hasten their wedding plans. And both Jeff and Carol heave a sigh of relief.

'Maverick' Star Jack Kelly Returns As Rick Nelson's Dad In "Love And Kisses"

(Current)

"Love And Kisses," Universal's family comedy in Technicolor, now at the Theatre, marks a return to the motion picture screen for Jack Kelly, who became internationally famous in the title role of a television series based on the western character, Bart Maverick. And for Kelly, its transferring to film of a role he created on Broadway in the play of the same name by Anita Rowe Block.

In the film, directed and produced by Ozzie Nelson and co-starring Rick Nelson, Kelly, Kristin Nelson, Jerry Van Dyke and Pert Kelton, he is the harassed father who valiantly tries to straighten out the complications that develop when his teen-age son elopes with a high-school classmate on graduation day.

Acting has been Kelly's life, almost since birth. He "landed" his first job posing for a soap advertisement at the age of two weeks. As he grew older, after his modelling assignments, he would usually accompany his actress-mother to various theatrical agencies. When he was nine, on one of these occasions he was seen and signed by Lee Shubert for the play, "Swing Your Lady." That started his very busy career on the stage.

In the late 1930's he moved to Hollywood with his family and received his education there. After his second year as a law student at UCLA, he joined the Air Force. Discharged in December, 1946, he returned to Hollywood and continued a career he had started in radio even before leaving New York. Then he returned to the stage in a featured role in "Anna Lucasta," which was the entree to his first film role, in 1950, in "Fighting Man of the Plains," starring Randolph Scott.

After a series of movies and



"LOVE AND KISSES" (1-E)

After outstanding success as television's Bart Maverick, Jack Kelly returned to the stage to play the father in "Love and Kisses." This brought him back to films as one of the stars in the same play for Universal. (Still No. 1967-62)

top television shows, Kelly returned to Warner Bros. where for a number of seasons he was the lead in the previously mentioned television series, "Maverick."

Several years ago, he quit that assignment and returned to the stage, which once again proved his means of reentering motion pictures.



"LOVE AND KISSES" (2-D)

"Benny," who joins the household headed by Jack Kelly and Madelyn Himes, when he is placed above the fireplace mantle, is an African perverse god. His strange proclivities have much to do with making zany incidents in Universal's hilarious family comedy photographed in Technicolor, "Love and Kisses." (Still No. 1967-12)

Recreate Stage Roles On Film For Comedy

to the screen.

Before being brought to New York, "Love And Kisses" had successful long runs in Boston and Chicago.



"LOVE AND KISSES" (1-D)

Sheilah Wells gets her feature motion picture break as Rick Nelson's older sister in the Universal comedy photographed in Technicolor, "Love and Kisses." Miss Wells has done numerous television shows. (Still No. 1967-74)



When in Southern California visit Universal City Studios

IT'S MARRIAGE... TEEN-AGE STYLE !!



RICK NELSON

America's favorite Singing Son Stirs up a Storm with his guitar ...and a tempest with his teen-age bride!!!

in "LOVE? & Kisses!"

...Yeah! Yeah! Yeah!



HEAR RICK SING

"LOVE AND KISSES"

"COME OUT DANCIN'"

"SAY YOU LOVE ME"

while the Screen dances to a Wild Watusi!

TECHNICOLOR

Co-Starring

JACK KELLY · KRISTIN NELSON

JERRY VAN DYKE · PERT KELTON WITH MADELYN HIMES · SHEILAH WELLS

Screenplay by OZZIE NELSON · ANITA ROWE BLOCK · Produced and Directed by OZZIE NELSON · A UNIVERSAL PICTURE

THEATRE

Ad Mat No. 303—3 Col. x 9 1/4"—390 Lines

MAT No. 303



When in Southern California visit Universal City Studios

AMERICA'S FAVORITE SINGING SON SWINGS UP A STORM WITH HIS GUITAR AND HIS UNEXPECTED TEENAGE BRIDE !!



RICK SINGS!

"LOVE AND KISSES"

"COME OUT DANCIN'"

"SAY YOU LOVE ME"

"LOVE? & Kisses!"

...Yeah! Yeah! Yeah!

TECHNICOLOR

Co-Starring

JACK KELLY · KRISTIN NELSON

JERRY VAN DYKE · PERT KELTON WITH MADELYN HIMES · SHEILAH WELLS

Screenplay by OZZIE NELSON · ANITA ROWE BLOCK · Produced and Directed by OZZIE NELSON · A UNIVERSAL PICTURE

THEATRE

MAT No. 204

Ad Mat No. 204—2 Col. x 5 3/4"—160 Lines

IT'S A
**RICK 'n ROLL
 RIOT**
 ...with a
 teen age
 heart **BEAT**
 all its own!!

**RICK
 NELSON**

**"LOVE?
 &
 Kisses!"**
 Yeah! Yeah! Yeah!

TECHNICOLOR
CO STARRING
**JACK KELLY
 KRISTIN NELSON**
A UNIVERSAL PICTURE

THEATRE

MAT No. 104

Ad Mat No. 104
 1 Col. x 7"—100 Lines

Ad Mat No. 302—3 Col. x 8"—330 Lines

MAT No. 302

**RICK
 NELSON**

**"LOVE?
 &
 Kisses!"**
 Yeah! Yeah! Yeah!

TECHNICOLOR
A UNIVERSAL PICTURE

MAT No. 201

Ad Mat. No. 201—2 Col. x 1"—28 Lines

RICK
NELSON

es!
eah! Yeah!



Hear Rick Sing:
"LOVE AND KISSES"
"COME OUT DANCIN'"
"SAY YOU LOVE ME"
from his NEWEST ALBUM!

TECHNICOLOR

Co-Starring

JACK KELLY

KRISTIN NELSON

JERRY VAN DYKE · PERT KELTON

With MADELYN HIMES · SHEILAH WELLS OZZIE NELSON
Screenplay by ANITA ROWE BLOCK
Based on the play by ANITA ROWE BLOCK
Produced and Directed by OZZIE NELSON
A UNIVERSAL PICTURE

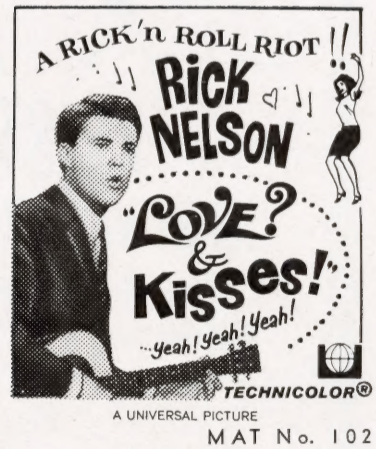
THEATRE

Ad Mat No. 304—3 Col. x 12"—495 Lines

MAT No. 304



Ad Mat No. 202—2 Col. x 2 1/2"—70 Lines



Ad Mat No. 102
1 Col. x 2"—28 Lines

RICK SING
 "LOVE AND KISSES"
 "COME OUT DANCIN'"
 "SAY YOU LOVE ME!"

while the
 Screen
 dances to a
 Wild Watusi!



**LOVE?
 &
 Kisses!**
...Yeah! Yeah! Yeah!

TECHNICOLOR®

Co-Starring

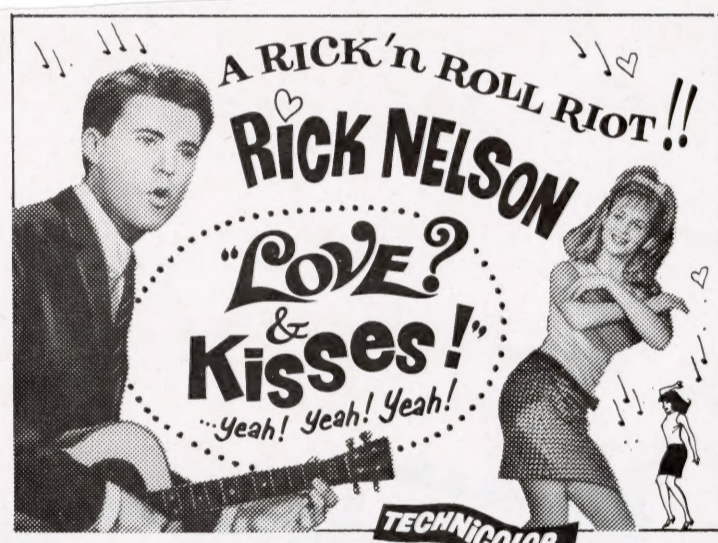
**JACK KELLY
 KRISTIN NELSON
 JERRY VAN DYKE · PERT KELTON**

Screenplay by
 WITH **MADelyn HIMES · SHEILAH WELLS · OZZIE NELSON**
 Based on the play by
 ANITA ROWE BLOCK · Produced and Directed by **OZZIE NELSON** A UNIVERSAL PICTURE

THEATRE

MAT No. 206

Ad Mat No. 206—2 Col. x 14"—390 Lines



Co-starring
JACK KELLY · KRISTIN NELSON A UNIVERSAL PICTURE

THEATRE

MAT No. 203

Ad Mat No. 203—2 Col. x 3 1/2"—100 Lines

!
 s!
 Yeah!
DLOR®
NELSON
 PICTURE
 No. 103
 lines

FREE TV SPOTS

HITCH-HIKE THE "OZZIE AND HARRIET" SHOW

This set of Television spots is designed to sell the fresh, hilarious family and teenage comedy that comes through in every scene of "LOVE AND KISSES." While television viewers need not be told about Rick and Kristin Nelson, there still is a large potential boxoffice to be obtained from people who these filmed TV spots will reach.

Hitch-hike them to the "Ozzie and Harriet" show on your local ABC-TV station on Wednesday nights, to be sure to reach your primary market, then schedule them elsewhere for additional audiences.

THESE FREE TV SPOTS, all on 16 mm film, have been prepared in a variety of time lengths—60, 20 and 10 seconds—with sufficient silent footage for complete playdate information.

ORDER the FREE TV SPOTS from HERMAN KASS, EXPLOITATION DIRECTOR, UNIVERSAL PICTURES COMPANY, 445 PARK AVENUE, NEW YORK, N. Y. 10022

FREE RADIO

Transcription Spots

Pleasant hearing material has been packaged on one transcription, and created for the greatest "want-to-see" impact on an audience that, at best, does not concentrate wholly on what it hears. Teenagers should be a target for this portion of your campaign with their two idols, Rick and Kristin Nelson, as the stars of "LOVE AND KISSES," and a zany comedy that could hit home with any teenager. In addition to having the disk jockeys play the Rick Nelson records, buy time for these spots on the shows teenagers hear. Aim them at women on their programs and at men on news and discussion shows—all segments will identify with the hilarious comedy.

These highly specialized radio spots have been prepared in a number of time lengths to fit any programming and ad budget, with sufficient time allowed for your playdate information.

Order Your FREE RADIO SPOT TRANSCRIPTION from RADIO DEPARTMENT, UNIVERSAL PICTURES, UNIVERSAL CITY, CALIFORNIA

Get A Strong Extra Push – Kisses Are An Angle SELL KISSES FOR CHARITY

At charity bazaars, usually there is a kissing booth where busses are offered for a fee. Men are the purchasers. It creates a lot of interest and brings in a good income for the charity. Take your cue from this and offer, in view of your engagement of "Love and Kisses," the opportunity for a local church, hospital auxiliary, orphan's home, or other charitable organization to set up and staff such an activity in your lobby. Naturally, cooperate with the organization to publicize the charity in connection with your booking. Arranged in sufficient time before your playdate, the organization's own membership can be an important box office nucleus.

KISSING CONTEST

The word "Kisses" in the title makes it appropriate to try some stunts that will create excitement in your playdate. The most obvious of these is a kissing contest. Set up a group of prizes by promoting them from local cooperative merchants. Try to include the Rick Nelson "Love and Kisses" album, a record player, a hair styling, etc.

Arrange a known local personality to be the judge — a disk jockey, a sports figure, a by-line newspaper reporter or columnist — and with him, establish a set of rules which then are printed on a board in the lobby. Each female ticket purchaser is eligible. For the duration of the contest, have the personality stand in the lobby near the list of rules. Make it clear, his decision is his own — and final.

RUN A DANCE CONTEST

Being light in heart, and starring two outstanding favorites of young people — Rick and Kristin Nelson — "Love and Kisses" presents an ideal opportunity for a dance contest. More specifically, since it is the dance in the film, a "Watusi Contest." This can be staged in the lobby or on the sidewalk in front of the box office on opening day. Use the P.A. system for announcements and the music in the picture from the Rick Nelson Decca album. Publicize and advertise the event in high school and college papers. Select three suitable judges, and give prizes including a free admission to the showing.

USE A "LOVE AND KISSES" KOUAPON AS YOUR HERALD

Ads 301 or 304 make ideal copy for an inexpensive herald. To give this sales item more impact, print a "Love and Kisses" Kouapon (purposely misspelling "coupon") on the reverse side. Have the printer set it up as illustrated here, or change the questions as you see fit.

LOVE AND KISSES KOUAPON

	Your Answers NOW	Your Answers AFTER YOU SEE IT
Do Teenagers Really Know The Difference Between Love and Kisses?	_____	_____
Are Married Teenagers Mature Enough To Live Happily Ever After?	_____	_____
Do You Think Parents Understand The Needs Of Their Teenage Children?	_____	_____
Do You Think Married Teenagers Should Live With Their Parents?	_____	_____
Do You Approve Of Marriage Below The Legal Age?	_____	_____

ANSWER NOW — THEN CHECK YOUR NEW ANSWERS AFTER YOU SEE "LOVE AND KISSES"

USE PERSONAL COLUMNS FOR A TEASE

A simple, but effective teaser ad in the "Personals" columns of your newspaper reading "You can have all my love and kisses by calling (your theatre telephone number,)" can produce results. Have a bright young lady respond in dulcet tones (on a tape recording) with full details of the picture, cast, the music, and playdate.

Have A Special Showing For The NELSONS

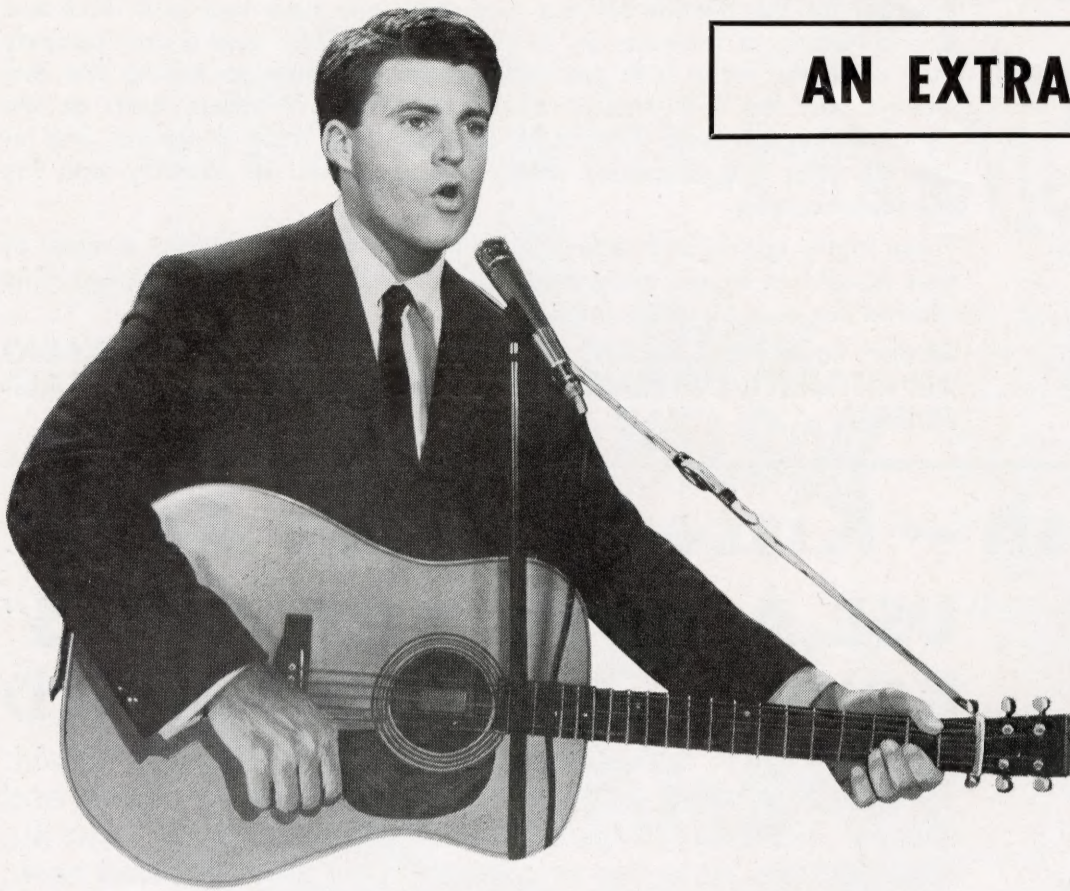
Almost every town has a number of people named Nelson. Since "Love and Kisses" stars both Rick and Kristin Nelson, and Ozzie Nelson wrote the screenplay, produced and directed, you could celebrate by having a special Nelson showing. Invite everyone named Nelson by letter or other means to come to the particular screening. Try for breaks on the event in newspapers, on TV or radio. The more publicity created, the more the stunt will produce in ticket sales.

TV TELOP OR SLIDE

Eye-catching for a sharp, quick impact, both TELOP and SLIDES are available on "LOVE AND KISSES" ... \$6.00 with theatre playdate and station identification (to accompany order) ... \$5.00 without theatre playdate or station ... \$2.50 for each duplicate copy of any Telop or Slide. Be sure to mention whether you want Telop or Slide. Order Direct from QQ TITLE CARD CO., 247 West 46th Street, NEW YORK, N. Y. 10036

The RICK NELSON DECCA ALBUM

Including **THREE SONGS FROM "LOVE AND KISSES"**
And Other Favorites . . .



AN EXTRA BENEFIT FOR YOUR CAMPAIGN!

Rick Nelson does the zingy music from "LOVE AND KISSES" in this new album pegged for all-out promotion by Decca. Besides the title song of the film, it contains arrangements of the other two numbers: "Say You Love Me" and "Come Out Dancing."

In addition to the beautiful cover which will prove beneficial for display purposes, posters and rack cards, tied-in with the picture, have been developed by Decca and are available to their dealers.

Packaged in a colorful sleeve, a SINGLE RECORD of the title song performed by Rick Nelson, also is available.

There are many ways to gain additional benefits from this merchandise. Arrange for window and counter displays, dressed with stills and window cards carrying playdate information on the picture. Reciprocate by displaying the record and the album in your lobby with a list of outlets where it may be obtained.

Use this to get playdate announcements on D. J. programs. Furnish the announcer with publicity information on the players and the film for his use in introducing the music.

The album and the single also can be used as contest prizes.

Contact Your Decca Dealer For Cooperative Assistance

Co-Operative Tie-Ups On Gas Stoves And Gas Ovens Secure Appliance Departments and Stores for Displays of "Love and Kisses" Scenes



EX-1

One sequence of "LOVE AND KISSES" is played in a kitchen equipped with a Tappan Top-Burner Range and Built-In Wall Oven. The stills shown here are available FREE for use in arranging tie-ups with your local dealer. A display of the two Tappan units in the lobby will provoke interest.

Present plans calls for a promotion campaign in association with the National Gas Association, the one-time sponsors of the "Ozzie and Harriet Show."

For further information, write to Promotion Dept., Tappan Stove Co., Mansfield, Ohio.

Order the free stills, EX-1 and EX-2, direct from Exploitation Dept., Universal Pictures Co., 445 Park Avenue, New York, N. Y. 10022



EX-2

BANNER ACCESSORIES

The Swingy, Zingy Excitement of "LOVE & KISSES" Can Be Effectively Displayed With Flamboyant Banners

DELUXE FLUORESCENT SECTIONAL VALANCE — Made of glowing Fluorescent satin with shimmering letters and flowing fringes. ORDER ANY LENGTH NEEDED AT \$1.65 PER FOOT. (Minimum Size, 10 Ft.)

3-PIECE STREAMER — An attractive 17' long banner, priced at \$16.50 each. **9'x12' FLAG OR WALL BANNER** — Single-Faced, \$60.00. Double Faced, \$110.00.

FLUORESCENT USHER'S BADGE — 40 cents each.

In U. S. A. Order from your nearest **NATIONAL SCREEN OFFICE**

Manufactured by **NATIONAL FLAG & DISPLAY COMPANY**, 43 West 21st St., New York, N. Y. 10010 (Tel. OR 5-5230)

In Canada, National Flag Company represented by **THEATRE POSTER SERVICE, LTD.**, 227 Victoria St., Toronto, Ontario, Canada

"LOVE AND KISSES" DANCES AND PROMS

In most areas, high school and college students stage periodic dances. These affairs must have a title . . . Offer the use of "Love And Kisses" Dance or Prom as the title of an affair planned near to your playdate. A prize for the best dancer might be the Rick Nelson single of the picture's title. Arrange with the orchestra to feature the numbers from "LOVE AND KISSES." A local D. J. favorite of teenagers may be induced to not only M. C. the affair, but could be induced to do a remote of the "Love and Kisses" dance affair. Supply him with material for between-record comments, including playdate information.

USE A STENCIL CUT-OUT

Cut a stencil using the title from one of the ads. Be sure to make the question mark large—and the heart-shaped "O", large, too. Stencil sidewalks, fences, walls, etc., for additional local impact of the title.



TELEVISION PAGES CAN ADD AN EXTRA PUSH

The "Ozzie and Harriet" show has been on television for a number of years. It is presented every Wednesday on ABC outlets around the country, and has a large following: "LOVE AND KISSES" which stars Rick and Kristin Nelson and was scripted, directed and produced by Ozzie Nelson, certainly warrants attention on the TV pages of your local newspapers. Be sure to service your TV editors with stories, photos and/or mats.

PREVIEW FOR HIGH SCHOOL AND COLLEGE NEWSPAPERS

Additional interest for "LOVE AND KISSES" may be derived by previewing to the entertainment editors of college newspapers and the editors of high school papers, with the suggestion that they review the picture in their editorial columns.

SPECIAL COMPOSITE MAT

EVERYTHING YOU NEED FOR A COMPLETE
CAMPAIGN, ALL ON ONE MAT



When in Southern California visit Universal City Studios

a teen-age Mr. and Mrs. raise a howl-abaloo of fun with their



LOVE? & Kisses!
...Yeah! Yeah! Yeah!

TECHNICOLOR

Co-Starring
JACK KELLY
KRISTIN NELSON
JERRY VAN DYKE · PERT KELTON

With MADELYN HIMES · SHEILAH WELLS · OZZIE NELSON
Screenplay by ANITA ROWE · BLOCK
Produced and Directed by OZZIE NELSON
A UNIVERSAL PICTURE

THEATRE

MAT No. 205

Ad Mat No. 205—2 Col. x 8"—220 Lines



"LOVE AND KISSES" (1-C)



"LOVE AND KISSES" (1-B)



MAT No. 102
Ad Mat No. 102
1 Col. x 2"—28 Lines



MAT No. 101
Ad Mat No. 101
1 Col. x 1"—14 Lines



MAT No. 202
Ad Mat No. 202—2 Col. x 2 1/2"—70 Lines



MAT No. 201
Ad Mat. No. 201—2 Col. x 1"—28 Lines



"LOVE AND KISSES" (2-E)

SPECIAL MAT NO. 1 ORDER BY NAME AND NUMBER FROM NATIONAL SCREEN SERVICE

INDIVIDUAL MATS PICTURED ABOVE MAY BE ORDERED SINGLY (By number indicated) AT THE REGULAR PRICE!

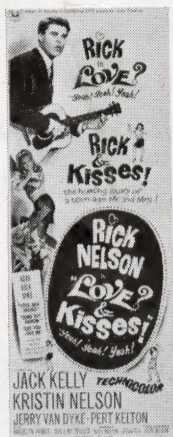
ACCESSORIES



THREE SHEET



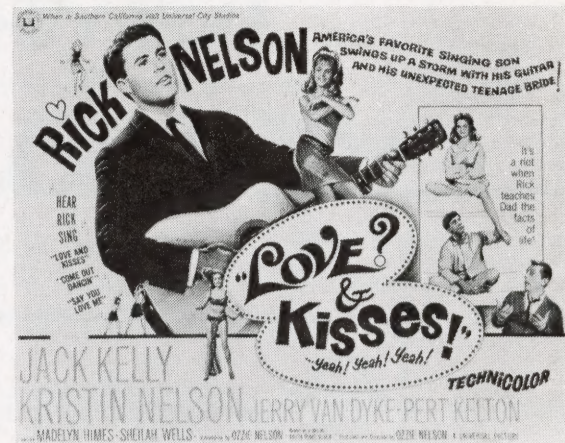
SIX SHEET



14 x 36



ONE SHEET



22 x 28

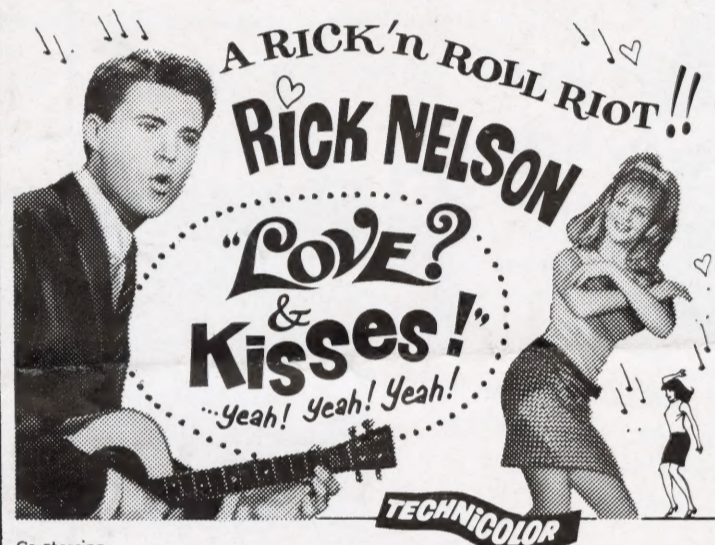
THEATRE IMPRINT



ADDED ATTRACTION

WINDOW CARD

Order trailer, ad and scene mats, color gloss stills and other accessories from your local National Screen Service Exchange.



Co-starring JACK KELLY · KRISTIN NELSON

Yeah! Yeah! Yeah!...

TECHNICOLOR

HEAR RICK SING

"LOVE AND KISSES"
"COME OUT DANCIN"
"SAY YOU LOVE ME"

while the Screen dances to a Wild Watusi!

"LOVE? & Kisses!"

Yeah! Yeah! Yeah!

TECHNICOLOR

Co-Starring

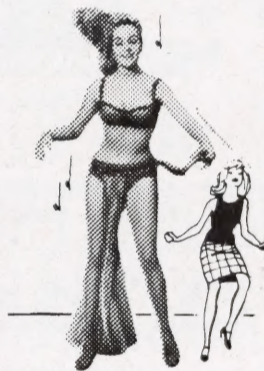
JACK KELLY
KRISTIN NELSON
JERRY VAN DYKE · PERT KELTON



RICK SINGS!
"LOVE AND KISSES"
"COME OUT DANCIN"
"SAY YOU LOVE ME"

RICK in "LOVE? & Kisses!"
Yeah! Yeah! Yeah!

RICK NELSON



AMERICA'S FAVORITE SINGING SON SWINGS UP A STORM WITH HIS GUITAR AND HIS UNEXPECTED TEENAGE BRIDE!!



Co-starring TECHNICOLO^R JACK KELLY · KRISTIN NELSON

Hear Rick Sing:
"LOVE AND KISSES"
"COME OUT DANCIN"
"SAY YOU LOVE ME"
from his NEWEST ALBUM!



RICK NELSON

It's a riot when Rick teaches Dad the facts of life!



TECHNICOLOR

IT'S A RICK 'n ROLL RIOT!
RICK NELSON

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Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

MEDIA

HISTORY

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www.mediahistoryproject.org